



Mark Farrell, MBA

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Sales & Marketing, Project Development, Project Management *Renewable Energy Industry, Commercial Construction Industry*

- *Increased sales through effective use of strategic marketing, communication skills, finance partners, distribution partners and government purchasing contracts.*
 - *Grew sales and managed multiple projects throughout Oregon and Washington.*
 - *Recognized as a solar industry thought leader in the Pacific Northwest*
- Developed and expanded company's client base to include public, private, and non-profit organizations while delivering critical-path dependent products and services to exceed customer expectations.
- Twenty-five years of progressive responsibility in project management, dealer sales, sales management, and manufacturer representation in renewable energy and commercial building products.
- Promoted a team approach to projects with a vertically integrated system including manufacturing, customer service, shipping, project management and installation.
- Extensive network of contacts and experience with public and private end-users, major architectural and interior design firms, distribution partners, and support services.
- Skilled manager in developing client partners, with training experience in:
 - needs assessment/market research/RFI and RFP response writing/ project management*
 - problem solving/consultative selling/target marketing/pricing/forecasting*
 - client presentations/negotiating contracts/closing*

Professional Experience

Sunmodo Corp. – Vancouver WA

December 2013 – September 2014

Manufacturer of Solar Racking Systems

Sales Director

- Re-organized sales and marketing plan along market segments to best deploy company assets
- Grew company sales 55% in first 8 months over last year en route to hitting company sales target for 2014.
- Signed contract to provide one of our products to a competitor to complete their product line.
- Managed marketing budgets, forecast inventory levels, and created customer contracts.
- Coordinated company assets (sales, operations, shipping, financing) to ensure on-time delivery of products.

Solar Consulting – Portland, OR

August 2013 – December 2013

- Consulting with private, public, and non-profit organizations to source financing, engineering, procuring, and construction of solar PV projects.
- Developing solar finance, sales and marketing plans for small and medium solar integrators.
- Providing equipment leases through a third-party provider for PV projects.

North Coast Electric – Portland OR

July 2011 – August 2013

Regional Electrical Distributor

Outside Sales/Marketing – Renewable Energy

- Sold photovoltaic products to contractors and managed inside sales team to fulfill contracts.
- Provided financing solutions to for commercial PV projects – PPA and equipment leases.
- Hit sales goals to convert existing solar installers to NCE customers, assisted electricians in expanding their business model to include solar, and created solar projects by demonstrating their financial potential in OR and WA.
- Wrote and implemented WA solar business plan for 2012/13 and have achieved main objectives: establishing new customers, distributing itek solar modules and inverters, supporting Solarize projects.
- Leveraged industry partners to reduce NCE costs and provide value for customers with project finance (PPAs).

Synchro Solar, LLC and Sustainable Solutions Unlimited, LLC – Portland, OR

July 2010 - June 2011

Residential and Commercial Renewable Energy Contractor

Sales

- Completed NABCEP PV Technical Sales class and scheduled for exam in July 2011
- Prospected for leads and qualified prospective renewable energy clients
- Closed \$923,000 in residential and commercial projects while generating a monthly lead base of \$400,000 - \$600,000

- Implemented 3rd-party financing models for non-profits to take advantage of tax credits
- Successfully lobbied SolarWorld to become the 4th Authorized Installer in OR.
- Completed NABCEP PV101 training.
- Developed close relationship with SolarWorld to become the 3rd Authorized Dealer in OR.

Blue Shirt Green LLC – Portland, Or

Aug 2009 – June 2010

Business consulting for property assessed clean energy (PACE) programs

Owner

- Started a new business to provide sales, marketing and promotion services to municipalities starting Property-Assessed Clean Energy (PACE) programs.
- Contracting with a real estate education company to be their Director of On-Bill Finance Programs.
- Attended 2010 OSEIA Professional Training Conference and took Entry Level PV Knowledge and Solar Business courses, which included incentive information (Energy Trust rebate, Federal tax credit, BETC, RETC, and Feed-in-Tariff).

Tandus, Inc. – Dalton, GA (based in Oregon)

2002 - July 2009

Commercial carpet manufacturer with annual sales of \$350 million

Sales/Regional Marketing

- Drove yearly sales from \$895K to \$2.3M while increasing margin.
- Increased Education (K-12 and Higher Education) sales by 400% in two years, Long Term Care sales by 275% in 3 years, and Acute Care sales by 80% in over 5 years.
- Secured purchasing contract (based on Oregon Statute 279) targeted at all public entities and increased segment sales 150%.
- Implemented strategic distribution plan by partnering with local dealers statewide to increase my time in the most important markets.
- Assisted in securing sole-source contract with largest health-care company on the West Coast and in Oregon.
- Quota club 2002, 2003, 2004. Long Term Care growth award 2007. Merit Winner, Antron Design Award 2006.

Environmental Building Supplies, LLC. – Portland, OR

2000 to 2002

Distributor of "green" building supplies with sales of \$10 million.

Commercial Sales

- Increased sales from \$100K to \$1.1M in 18 months.
- Developed product mix based on competitive advantage of "green" selling.
- Successfully implemented marketing strategy targeting A&D and End-users involved in green building programs (ex. USGBC LEED program).

Re:Source Oregon, a division of Interface, Inc. – Whippany, NJ and Portland, OR

1988 to 2000

Distribution arm of commercial carpet manufacturer with sales over \$100M

Project Management

- Relocated to Oregon to take over \$5M of existing contracts and rebuilt project management team to successfully fulfill each contract for a recently purchased Re:Source office. P&L responsibility for Oregon office.
- Built the Re:Source brand by emphasizing product availability, warranty, and maintenance.
- Increased sales by 119% over three years.
- Opened up new market segments and re-energized dormant accounts.
- Turned around down trending sales in education business by securing state contract.

Education

North American Board of Certified Electrical Practitioners (NABCEP)

Certified PV Technical Sales, 2011

Fairleigh Dickinson University, Madison, NJ

Masters of Business Administration in Economics, 1994

Rutgers, The State University of New Jersey, New Brunswick, NJ

Bachelor of Science in Natural Resource Management, 1985

Involvement

Elected board member of the Oregon Solar Energy Industry Association (OSEIA) January 2011 and served through August 2013.

Member of Solar Oregon since 2010.